

ENDS 474
MAC lab Langford C

Instructor: Howard Eilers, Langford C 3036D, 845-4685, 778-8603 (h)

Designing for the Web

h-eilers@tamu.edu

T-R 8-10:30

Office hours: 8:30 a.m.+ M W F

SYLLABUS

I. COURSE DESCRIPTION

ENDS 474 Special Topics in Web Design. (2-4). Credit 3.

A course on web page and site creation: design, typography for the web. Building on a sound foundation of web technologies, the emphasis of the course will be in page/site design: controlling the page real estate through cascading style sheets (CSS). Imaging for the web: creation and use of color and graphics. Emphasis will be on the visual presentation on the web using web standards design. Build complete web sites.

II. INSTRUCTOR

Howard F. Eilers
306D Langford C
979-845-4785, 778-8603
h-eilers@tamu.edu

III. PREREQUISITES

none

IV. INTRODUCTION

ENDS 474 is a course that emphasizes the technical, creative and compositional aspects of web design. Topics include the Internet and the web, terminology, HTML document type definition and standards, web technologies, basics of web design, controlling page real estate, cascading style sheets, ADA accessibility standards and the building and management of complete web sites.

V. COURSE OBJECTIVES

The objectives of this course are as follows:

- to understand the power and utility of the web
- to explore the creative potential for the web
- to control presentation by the use of positioning
- to introduce good coding practices through the use of web standards
- to learn how to separate content and format styling
- to create an awareness for ADA standards and the necessity for compliance
- to create an entire web site; explore web site management

VI. COURSE SCHEDULE:

Because this is a new course I am working out, the schedule is only my suggested weekly outline of topics. In general M-W will be times of demonstration/discussion. Fridays will be "lab time" for students to work on tutorials and projects.

I 26-27 Aug	Intro Get logged-in/browse web sites Look at Web sites	HTML demo do HTML project
II 2-4 Sept	Web Graphics: PhotoShop and Illustrator do graphics project	Semantic structure - XHTML work on graphics project
III 9-11 Sept	Basics of CSS do basic CSS tutorial	Fonts – letter styling do type-backgrounds tutorial
IV 16-18 Sept	White-space: margins/padding/borders -- The Box Model do White-space tutorial do Box Model tutorial	Layouts: concepts: Positioning basics: absolute, relative, fixed, static. 2-col/3-col/centering do Centering and Positioning basics tutorials
V 23-25 Sept	Work on AP (absolute positioning) project	Multi-column liquid: floating columns float with negative margin Faux columns Main content top of HTML Jello-molds Do liquid tutorial
VI 30-Sept – 2 Oct	Work on liquid layout project	Using grids for layout Styling for print do print styling project
VII 7-9 Oct	Styling tables and lists do tables and lists tutorials	Lists as menu: styling buttons do buttons tutorial suggest North Pole tutorial
VIII 14-16 Oct	Simple drop-down menu Do fly-outs and menu drop- down tutorials	Multiple drop-down menu do drop-down project
IX 21-23 Oct	Work on drop-down project	Creating tooltips do tooltips project
X 28-30 Oct	Image replace text Positioning the background Fixing the background do Shell tutorial	CSS Zengarden discussion do CSS Zengarden project

XI 4-6 Nov	Work on CSS Zengarden project	Building a whole Web site Site management - DreamWeaver
XII 11-13 Nov	Web animation: GIF animation and Flash animaton do animation project	Work on animation project
XIII 18-20 Nov	Work on web site	Work on web site
XIV 25-27 Nov	Work on web wite	Thanksgiving
XV 2 Dec	CSS3 intro Work on web site	

Procedures

We will hold class in the MAC lab in Langford C (1st floor). Most of the class will completed with an ordinary text editor. Towards the end of the semester we may use Dreamweaver for site control and will make a short web animation. – On all projects/tutorials, put all your parts together in a folder with your name and project/tutorial name. Turn this folder into your ARCH accounts for this class. As such you may work on our MACS or your own laptops. The recommended browsers are Firefox and Safari; also always check all your web pages on IE (win – you can always check things on one of the Architecture PC computers if you need access to one)..

VII. PERFORMANCE EVALUATION:

Students enrolled in ENDS 474 will be evaluated according to the following criteria:

Projects and instructor designed exercises/tutorials	85 %
(web site	25%)
(CSS Zengarden	20%)
(creative projects	40%)
Tutorials	12 %
Class participation exams	3 %

Projects/tutorials for the web course:

Basic HTML things:

Web Pages – Create web pages incorporating shape layout, color and design techniques designed in class. Include text, still images and sound. Link more than one page together. Create graphics for inclusion in basic web pages.

Styling – Interface design:

A series of exercises and creative projects to style web pages with multi-column layouts, floats, various link (menu) configurations, incorporating different design, layout (fixed column and fluid/elastic), imagery, typography, and special effects using background images, transparency and layering.

Content integration:

Web site and management: Create and publish a web site applying strategies integral to the corporation.

Tutorials	Projects
Basics of CSS White space (margins/padding) Box model Styling type (type-background) Centering a design Position basics (AP) Floating columns (liquid) Styling tables Lists as menu Buttons – moving Flyouts Menu – simple drop-down Community MX North Pole Positioning background (Shell)	Basic HTML construction Web graphics Type-White-Space AP (absolute position) fixed layout Liquid/fluid/elastic page layout Styling for print Drop-down menu page Tooltips Web animation Major projects CSS Zengarden Web site

VIII. TEXT

Primary references

Clarke, Andy and Holzschlag, Molly *Transcending CSS: The Fine Art of Web Design* New Riders 2006

Shea, Dave and Holzschlag, Molly *the Zen of CSS design: visual enlightenment for the web* New Riders 2005

Adams, Cameron; Boulton, Mark; Clarke, Andy; Collison, Simon; Croft, Jeff; Featherstone, Derek; Lloyd, Ian; Marcotte, Ethan; Rubin, Dan; Weychert, Rob, *Web Standards Creativity: Innovations in Web Design with XHTML, CSS, and DOM Scripting* Friends of Ed 2007

Wyke-Smith *stylin' with CSS* New Riders Publishing 2007

Krug, Steve *Don't Make Me Think* New Riders 2005

Other References

- Budd, Andy, *CSS Mastery: Advanced Web Standards Solution* Friends of Ed 2006
- Baker, Donna *CSS For Web Designers Only* Wiley 2006
- Beaird, Jason *The Principles of Beautiful Web Design* Sitepoint 2007
- Cederholm, Dan *Bulletproof Web Design* New Riders 2005
- Cederholm, Dan *Web Standards Solution: the Markup & Style Handbook* Apress L.P 2004
- Cooper, Alan *The Essentials of Interaction Design* Wiley 2003
- Comer, Douglas E. *The Internet Book: Everything You Need to Know About Computer Networking and How the Internet Works (3rd Edition)*. Upper Saddle River, NJ: Prentice Hall, 2000.
- Eccher, Clint, Hunley, Eric and Simmons Erik *Advanced Professional Web Design: Techniques and Templates* Charles River Media 2006
- Graham, Ian S. *HTML Stylesheet Sourcebook*. New York, NY: Wiley, 1997.
- Grannell, Craig *Essential Guide to CSS & HTML Web Design* Friends of Ed 2007
- Holzschlag, Molly El *Cascading Style Sheets: The Designer's Edge* Sybex 2003
- Holzschlag, Molly *Spring into HTML & CSS* Adison-Wesley, 2005
- Homer, Alex, Chris Ullman and Steve Wright. *Instant HTML Programmer's Reference, 2nd Edition*. Birmingham, UK: Wrox Press, 1998.
- Jamsa, Kris, Konrad King and Andy Anderson. *HTML & Web Design Tips and Techniques*. Boston, MA: McGraw-Hill Osborne Media, 2002.
- Kay, Michael. *XSLT : Programmer's Reference (Programmer to Programmer)*. Birmingham, UK: Wrox Press, 2001.
- Loyd, Ian *The Ultimate HTML Reference* Sitepoint 2008
- Mangano, Sal. *XSLT Cookbook*. Cambridge, MA: O'Reilly & Associates, 2002.
- Meadows, Mart S, *Pause and Effect: The Art of Interactive Narrative*. Indianapolis, IN: New Riders Publishing, 2002
- Marini, Joe. *Document Object Model: Processing Structured Documents*. Berkley, CA: Osborne/McGraw-Hill, 2002.
- Meyer, Eric *CSS Web Site Design* Peachprint Press 2002
- Meyer, Eric *More on CSS* New Riders Publishing 2004

Meyer, Eric *On CSS: Mastering the Language of Web Design* New Riders Publishing 2003

Meyer, Eric. *Cascading Style Sheets 2.0 Programmer's Reference*. Boston, MA: McGraw-Hill Osborne Media, 2001.

Meyer, Eric. *Cascading Style Sheets: The Definitive Guide*. Cambridge, MA: O'Reilly & Associates, 2000.

Meyer, Eric. *Mastering the Language of Web Design*. Indianapolis, IN: New Riders Publishing, 2002.

Niederst, Jennifer. *Web Design in a Nutshell*. Upper Saddle River, NJ: Prentice Hall, 2001.

Nielsen, Jakob *Designing Web Usability* Peach Press 1999

Norman, Don *The Design for Everyday Things* Basic Books 2002

Norman, Don *The Design of Future Things* Basic Books 2007

Olsson, Tommy *The Ultimate CSS Reference* Sitepoint 2008

Ruse, Kevin *Web Standards Design Guide* Charles River Media 2005

Rosenfeld, Louis *Information Architecture for the World Wide Web: Designing Large-Scale Web Sites* O'Reilly 2006

Schafer, Steven *Web Standards Programmer's Reference: HTML, CSS, JavaScript, Python & PHP* Wiley 2005

Schengili-Roberts, Keith. *Core CSS: Cascading Style Sheets*. Upper Saddle River, NJ: Prentice Hall PTR, 2003.

Shiflett, Chris. *HTTP Developer's Handbook*. Carmel, IN: SAMS, 2003.

Schmitt, Christopher. *Designing CSS Web Pages*. Indianapolis, IN: New Riders Publishing, 2002.

Schmitt, Christopher. *CSS Cookbook*. Cambridge, MA: O'Reilly & Associates, 2004.

Tidwell, Jennifer *Designing Interfaces: Patterns for Effective Interaction Design* O'Reilly 2005

Weinmann, Lynda and William Weinmann. *Creative HTML Design.2 (2nd Edition)*. Indianapolis, IN: New Riders Publishing, 2001

Weinmann, Lynda *Designing Web Graphics* New Riders 2003

Whitehead, Paul *HTML: Your Visual Blueprint for Designing Web Pages with HTML, CSS and HTML* Wiley 2005

Williams, Robin *Web Design Workshop* Peachprint 2002

Wroblewski, Luke *Site-Seeing: A Visual Approach to Web Usability* Wiley 2002

Wyke-Smith, Charles *Codin' for the Web* New Riders 2006

Zeldman, Jeffrey *Taking Your Talent to the Web* Peachpit 2001

IX. MATERIALS

No special materials are required for this course beyond those required for note taking.

X. COSTS

Beyond the suggested books, the only costs will be for backup media. blank CDs or a memory “key” is convenient and recommended with a cost between \$10 and \$30. CD-ROM and DVD burners are available. Media costs between a few cents to a few dollars each.

XI. AMERICANS WITH DISABILITIES ACT

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Department of Student Life, Services for Students with Disabilities in Room 126 of the Koldus Building, or call 845-1637.

XII. AGGIE HONOR CODE

“An Aggie does not lie, cheat or steal or tolerate those who do”

Upon accepting admission to Texas A&M University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning and to follow the philosophy and rules of the Honor System. Students will be required to state their commitment on examinations, research papers and other academic work. Ignorance of the rules does not exclude any member of the Texas A&M University community from the requirements or the processes of the Honor System. For additional information please visit: www.tamu.edu/aggiehonor/.

“On my honor, as an Aggie, I have neither given nor received unauthorized aid on this academic work.”